

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

LOB 1027 – ORGANISATIONAL BEHAVIOUR IN STRATEGIC COMMUNICATION

(All Sections)

1 MARCH 2017
2.30 pm – 4.30 pm
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** printed pages with **3** sections.
2. Answer **ALL** questions.
3. Write your answers for **Section C** in the Answer Booklet.

SECTION A: SHORT ANSWER QUESTIONS [16 MARKS]**Instruction:** Answer **ALL** questions.

1. Briefly explain the importance of values in an organization. (6 marks)
2. Identify and describe the different types of communication flow in an organization. (5 marks)
3. Why does an organization need effective stakeholder management? (5 marks)

SECTION B: STRUCTURED QUESTIONS [14 MARKS]**Instruction:** Answer **ALL** questions.

1. a. What is leadership? (3 marks)
b. What are the major arguments of the trait-based approach to leadership? (4 marks)
2. a. List two (2) strategic approaches to organizational behavior. (2 marks)
b. Using one approach stated in 2 (a), explain the characteristic of high-involvement management. (3 marks)
c. Describe the importance of the approach in 2 (b) to the management. (2 marks)

SECTION C: LONG ESSAY [20 MARKS]**Instruction:** Write an essay on the following topic. The length of your essay should be approximately 250 - 350 words.**LONG HOURS, HUNDREDS OF EMAIL AND NO SLEEP**

DOES THIS SOUND LIKE A SATISFYING JOB? Although the 40-hour workweek is now the exception rather than the norm, some individuals are taking things to the extreme:

John Bishop, 31, is an investment banker who works for Citigroup's global energy team in New York. A recent workday for Bishop consisted of heading to the office for a conference call at 6.00 p.m. He left the office at 1.30 a.m. and had to be on a plane that same morning

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for a 9.00 a.m. presentation in Houston. Following the presentation, Bishop returned to New York the same day, and by 7.00 p.m. he was back in his office to work an additional 3 hours. Says Bishop, "I might be a little skewed to the workaholic, but realistically, expecting 90 to 100 hours a week is not at all unusual."

David Clark, 35, is the vice president of global marketing for MTV. His job often consists of travelling around the globe to promote the channel as well as to keep up with the global music scene. If he is not travelling (Clark typically logs 200,000 miles a year), a typical day consists of waking at 6.30 a.m. and immediately responding to numerous messages that have accumulated over the course of the night. He then goes to his office, where throughout the day he responds to another 500, or so messages from clients around the world. If he's lucky, he gets to spend an hour a day with his son, but then it's back to work until he finally goes to bed around midnight. Says Clark, "There are plenty of people who would love to have this job. They're knocking on the door all the time. So that's motivating."

Question:

The two individuals above tend to be satisfied with their jobs. How might this satisfaction relate to their job performance, citizenship behavior and turnover?

End of Paper